



**City of Scottsdale**  
**Tourism Development Commission**  
**Regular Meeting Minutes**  
**Tuesday, August 18, 2020**  
**Meeting held electronically**

**PRESENT:** Linda Dillenbeck, Chairperson  
Sherry Henry, Vice Chair  
Jeanne Alspaugh  
Anna Mineer  
Richard Newman  
Ken McKenzie

**STAFF:** Karen Churchard  
Steve Geiogamah  
Ana Lia Johnson  
Holli Shannon  
Jackie Contaldo

**GUESTS:** Rachel Sacco, President/CEO Experience Scottsdale  
Rachel Pearson, Experience Scottsdale  
Caroline Stoeckel, Experience Scottsdale  
Kelly Triplett, Experience Scottsdale  
Nickolas Cardinale, Barrett-Jackson  
Megan Jones, Barrett-Jackson  
Casey McDonald, Barrett-Jackson  
Matthew Godfrey, SeeSource

**1. Call to Order/Roll Call**

Chair Dillenbeck called the meeting of the Scottsdale Tourism Development Commission to order at 9:04 a.m. and noted the presence of a quorum.

**2. Approval of Minutes**

Commission discussion and action to approve the June 16, 2020 regular meeting minutes.  
Chair Dillenbeck called for corrections and/or approval of minutes.

VICE-CHAIRPERSON HENRY MOVED TO APPROVE THE JUNE 16, 2020 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER MCKENZIE SECONDED. THE MOTION CARRIED

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BY A VOTE OF SIX (6) TO ZERO (0). WITH CHAIR DILLENBECK, VICE CHAIR HENRY, COMMISSIONERS ALSPAUGH, NEWMAN, MCKENZIE, AND MINEER VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES

**3. Experience Scottsdale Fourth Quarter Performance Measures Report**

Report, update, and Commission discussion.

Presenter: Rachel Sacco, President/CEO of Experience Scottsdale

Staff Contact: Steve Geiogamah

Rachel Sacco, President/CEO of Experience Scottsdale provided an update of the Experience Scottsdale 4<sup>th</sup> quarter performance measure report and showed a video of their marketing efforts.

**4. Barrett-Jackson Scottsdale Fall Reunion Auction Event Funding Request**

Presentation, commission discussion and possible recommendation regarding allocation of Tourism Development Operational Contingency funds in the amount of \$75,000 in support of a one-year new event funding agreement with Barrett-Jackson, LLC.

Presenter: Nickolas Cardinale, EVP General Manager

Staff Contact: Steve Geiogamah, Tourism Development Manager

Nickolas Cardinale, EVP General Manager of Barrett-Jackson and Megan Jones from Barrett-Jackson provided an overview of the event proposal showing planned marketing and demographics.

COMMISSIONER ALSPAUGH MOVED TO RECOMMEND FUNDING IN THE AMOUNT OF \$75,000 FROM THE TOURISM DEVELOPMENT OPERATIONAL CONTINGENCY FUNDS.

COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0) IN AFFIRMATION WITH NO DISSENTING VOTES.

**5. Scottsdazzle Event Update**

Commission update and possible recommendations regarding the 2020 Scottsdazzle event.

Staff Contact: Karen Churchard, Tourism & Events Director

Karen Churchard, Tourism & Events Director provided an overview of the event series and proposed changes for the 2020 event.

**6. Multi-Year Community Event Funding Program**

Commission discussion and possible recommendation regarding allowing qualifying events to participate in the Multi-Year Community Event funding program for more than the current limit of three years.

Staff Contact: Steve Geiogamah

Steve Geiogamah reviewed the multi-year funding program from the years past and outlined the criteria of only allowing events to participate for a maximum of 3 years. The commission was asked if they wanted to keep the current criteria or make changes.

COMMISSIONER ALSPAUGH MOVED TO RECOMMEND THAT THE PROGRAM REQUIREMENTS STAY AS-IS AND THE COMMISSION CONTINUE TO EVALUATE THIS PROGRAM AT A LATER DATE. COMMISSIONER MCKENZIE SECONDED. THE MOTION

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CARRIED BY A VOTE OF FIVE (5) TO ZERO (0) WITH CHAIR DILLENBECK, VICE CHAIR HENRY, COMMISSIONERS ALSPAUGH, MCKENZIE, AND MINEER VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES. COMMISSION NEWMAN LEFT THE MEETING AT 9:47AM.

**7. Event Funding Program Recommendations**

Commission discussion and recommendations on the following applications for event funding:

a. AZ Fall Championship – \$20,000

COMMISSIONER MCKENZIE MOVED TO APPROVE FUNDING \$20,000 AS RECOMMENDED. VICE-CHAIRPERSON HENRY SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0) WITH CHAIR DILLENBECK, VICE CHAIR HENRY, COMMISSIONERS ALSPAUGH, MCKENZIE, AND MINEER VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

b. Gold Palette ArtWalk - \$25,000

VICE-CHAIRPERSON HENRY MOVED TO APPROVE FUNDING \$25,000 AS RECOMMENDED. COMMISSIONER MCKENZIE SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0) WITH CHAIR DILLENBECK, VICE CHAIR HENRY, COMMISSIONERS ALSPAUGH, MCKENZIE, AND MINEER VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

c. Scottsdale International Film Festival - \$15,000

COMMISSIONER MCKENZIE MOVED TO APPROVE FUNDING \$15,000 AS RECOMMENDED. VICE-CHAIRPERSON HENRY SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0) WITH CHAIR DILLENBECK, VICE CHAIR HENRY, COMMISSIONERS ALSPAUGH, MCKENZIE, AND MINEER VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

d. Shape Up Health Wellness Event - \$5,500

COMMISSIONER MCKENZIE MOVED TO DENY FUNDING AS RECOMMENDED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0) WITH CHAIR DILLENBECK, VICE CHAIR HENRY, COMMISSIONERS ALSPAUGH, MCKENZIE, AND MINEER VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

e. Day of the Dog Festival – \$13,000

VICE-CHAIRPERSON HENRY MOVED TO APPROVE FUNDING \$13,000 AS RECOMMENDED. COMMISSIONER MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0) WITH CHAIR DILLENBECK, VICE CHAIR HENRY, COMMISSIONERS ALSPAUGH, MCKENZIE, AND MINEER VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

f. AZ National Livestock Show - \$17,500

COMMISSIONER MCKENZIE MOVED TO APPROVE FUNDING \$17,500 AS RECOMMENDED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0) WITH CHAIR DILLENBECK, VICE CHAIR HENRY, COMMISSIONERS ALSPAUGH, MCKENZIE, AND MINEER VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

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g. Persian New Year Festival - \$8,500

COMMISSIONER MINEER MOVED TO APPROVE FUNDING \$8,500 AS RECOMMENDED. VICE-CHAIRPERSON HENRY SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0) WITH CHAIR DILLENBECK, VICE CHAIR HENRY, COMMISSIONERS ALSPAUGH, MCKENZIE, AND MINEER VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

h. Arabian Horse Show - \$30,000

COMMISSIONER MCKENZIE MOVED TO APPROVE FUNDING \$30,000 AS RECOMMENDED. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). WITH CHAIR DILLENBECK, VICE CHAIR HENRY, COMMISSIONERS ALSPAUGH, MCKENZIE, NEWMAN AND MINEER VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES. COMMISSIONER NEMAN RETURNED TO THE MEETING AT 10:25AM.

i. Triple Crown Baseball Spring Championship - \$2,500

COMMISSIONER MCKENZIE MOVED TO APPROVE FUNDING \$2,500 AS RECOMMENDED. COMMISSIONER NEWMAN SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). WITH CHAIR DILLENBECK, VICE CHAIR HENRY, COMMISSIONERS ALSPAUGH, MCKENZIE, NEWMAN AND MINEER VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

Staff Contact: Steve Geiogamah

## 8. **Staff Reports**

Staff presentation and Commission discussion of the following:

- a. Staff Bed-Tax Collection Report
- b. Staff Bed Tax Hotel Classification Report
- c. Bed Tax Proforma
- d. Program Updates
  1. SeeSource Event Special Event Report
  2. Canal Convergence 2020

Staff Contact: Steve Geiogamah

Mr. Geiogamah reviewed staff reports related to bed-tax collection, bed tax hotel classification, bed tax proforma. Program updates included a SeeSource data report for the 2019 Canal Convergence. Matthew Godfrey explained how the data was collected and reported. Karen Churchard also gave an update on the 2020 Canal Convergence and the planned changes.

## 9. **Public Comment**

There were no members of the public who wished to speak.

## 10. **Identification of Future Agenda Items**

The public body may not discuss, deliberate, or take legal action on any matter in the "Identification of Future Agenda Items" unless the specific matter is properly noticed for legal action.

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Mr. Geiogamah stated the future agenda items will include an event funding request from Artfest, a Fiesta Bowl update from last year's event and discussion of next year's event. We will also be sure to revisit the proforma to be sure the funding programs are allocated correctly. Chairperson Dillenbeck also mentioned a future tour of the stadium once we can have an in-person meeting again.

## **11. Adjournment**

With no further business to discuss, being duly moved by Commissioner McKenzie and seconded by Vice Chair Henry the meeting adjourned at 10:45 a.m.

AYES: Chair Dillenbeck, Vice Chair Henry, Commissioners Alspaugh, McKinzie, Mineer and Newman with no dissenting votes.

**Submitted by:**

**Holli Shannon, Tourism Assistant**